



Notification Exercise - Questions and Group Responses

Focus Group Meeting – May 6, 2013

1. Who are we reaching?
 - a. Past Participants, people whom have contributed in some form previously.
 - Task force members
 - Landowners- residents, businesses
 - Land use committees members
 - Technical experts (for example, architects)
 - Developers and agents
 - b. Organization Members - Civic Associations, Landuse Committees, and Interests groups, those who are already informed, etc.
 - c. Adjacent property owners that are directly affected. Those that are aware by notices or posted signs.
 - d. Upper middle class homeowners without kids
 - e. Newspapers, such as the Patch
 - f. Home Owners Associations (HOAs)
 - g. Supervisor Newsletter readers
 - h. Individually active participants
 - i. Current residents
 - j. Disproportionately white
2. Who are we not reaching but should?
 - a. Adjoining Neighbors who are not aware of the action
 - b. Organizations focusing on the future (ex. Affordable housing groups)
 - c. Parents- PTA, School Groups
 - d. Those who do not use phone or email; but use social media, for example Twitter
 - e. Ethnic Groups for whom English is not their first language (How this impacts them) and immigrant communities
 - f. Those whom work in the evenings
 - g. Renters and transient residents
 - h. Fewer younger people
 - i. Non land-use focused groups
 - j. Business Groups (Chamber of Commerce, Urban Land Institute, Homebuilders, etc.)

3. How can we reach them?

- a. Need to identify community leaders who can easily distribute information
- b. Use Church Groups:
 - i. Pros: Larger Groups, Widely Dispersed Newsletter.
 - ii. Cons: Hard to Identify those groups, Funding issues
- c. Contact Local Chambers of Commerce:
 - i. Pros: Smaller businesses, Shopping Center Management can reach out to many businesses; EDA could be a resource
 - ii. Cons: Ties up staff resources and moves them away from other tasks, and it can be hard to identify these groups.
- d. Contact HOA's:
 - i. Pros: Large Net Group
 - ii. Cons: Incomplete list of HOA's, data could be old and out of date.
- e. Contact PTAs or other school-based groups
- f. Hold Morning Meetings (Before Work): Open the process up to a different clientele.
- g. Begin with early organization: This will allow staff to reach out to group leaders (i.e. Citizen Association's, Civic Groups, Landuse Committee's, etc.)
 - i. Pros: "Missionary type program"
 - ii. Cons: Additional Pressure on Staff
- h. Utilize Countywide, District, or HOA Local Newsletters, e.g., Virginia Newsletters' (The Fairfax Newsletter)
 - i. Pros: Already have a set list; may be comprehensive
 - ii. Cons: Could become junk mail, which would be ineffective, expensive
 - iii. Condensed lists of topics (Executive Summary)
- i. Use local newspapers
- j. Post larger signs
- k. Mail announcement with water bills or other type of mailing
 - i. Pros: Comprehensive
 - ii. Cons: Expensive
- l. Contact Elks Club, Kiwanis Club, Lions Club
- m. Contact District Councils and land use committees, especially former members of past Area Plans Review task forces – can contact via email; newspaper
- n. Utilize County listserv for Plan amendments and rezonings
- o. Establish web presence (project website) and use social media
- p. Put information at section in public library – materials relevant to task force members/ projects
- q. Set guidelines for task force composition and operation